



Murphy, Alex <alex.murphy@dnr.iowa.gov>

## Water Quality Communicators Meeting

1 message

Coppess, Keely <Keely.Coppess@iowaagriculture.gov>

Wed, Jun 19, 2019 at 10:32 AM

To: Zita Quade <ZQuade@iowaagwateralliance.com>, Shannon Textor <stextor@iowacorn.org>, Aaron Putze <aputze@iasoybeans.com>, Caitlyn Lamm <CLamm@ifbf.org>, "Murphy, Alex [DNR]" <alex.murphy@dnr.iowa.gov>, "tteske@agribiz.org" <tteske@agribiz.org>, Dal Grooms <dgrooms@iowapork.org>, "Schnieders, Adam [DNR]" <adam.schnieders@dnr.iowa.gov>, Katie Olthoff <katie@iacattlemen.org>, "Iwissler@iastate.edu" <iwissler@iastate.edu>, "Marek, Lexi" <Lexi.Marek@iowaagriculture.gov>, "Rausch, Alex" <Alex.Rausch@iowaagriculture.gov>, "Kenney, Julie" <Julie.Kenney@iowaagriculture.gov>, Natalie Te Grootenhuis <ntegrootenhuis@iowacorn.org>

Cc: "Schnieders, Adam [DNR]" <adam.schnieders@dnr.iowa.gov>, Andrew Wheeler <AWheeler@ifbf.org>, Laurie Johns <ljohns@ifbf.org>

Hi all,

We look forward to hosting you at the Wallace Building next week. Please feel free to park up front or in the state parking garage across the street.

Here's an agenda for our meeting:

- Introductions
- Challenges we're facing
- Objectives
- Prioritize audiences
- Review existing materials (audience research, message testing, branding, etc.)
- Align on next steps

Please let me know if you have any questions in the meantime.

Thanks,

**Keely Coppess**

Communications Director



IOWA DEPARTMENT OF  
AGRICULTURE &  
LAND STEWARDSHIP

Wallace State Office Building

502 E. 9<sup>th</sup> St. Des Moines, IA 50319

Desk: 515-281-3375

Cell: 515-326-1616

[keely.coppess@iowaagriculture.gov](mailto:keely.coppess@iowaagriculture.gov)



Murphy, Alex <alex.murphy@dnr.iowa.gov>

## Water Quality Communicators Meeting

1 message

**Coppess, Keely** <Keely.Coppess@iowaagriculture.gov>

Fri, Jun 7, 2019 at 11:05 AM

To: Zita Quade <ZQuade@iowaagwateralliance.com>, Shannon Textor <stextor@iowacom.org>, Aaron Putze <aputze@iasoybeans.com>, Caitlyn Lamm <CLamm@ifbf.org>, "Murphy, Alex [DNR]" <alex.murphy@dnr.iowa.gov>, "tteske@agribiz.org" <tteske@agribiz.org>, Dal Grooms <dgrooms@iowapork.org>, "Schnieders, Adam [DNR]" <adam.schnieders@dnr.iowa.gov>, Katie Olthoff <katie@iacattlemen.org>, "lwissler@iastate.edu" <lwissler@iastate.edu>, "Marek, Lexi" <Lexi.Marek@iowaagriculture.gov>, "Rausch, Alex" <Alex.Rausch@iowaagriculture.gov>, "Kenney, Julie" <Julie.Kenney@iowaagriculture.gov>

Thanks to everyone who participated in the Doodle poll. This is the time that works for the majority of the group to meet.

If your group has done message testing or research to gauge Iowans' perceptions of water quality, and you'd be willing to share the information with the group, please bring the findings to the meeting. This discussion will help us determine if additional research is needed. Then we can start to align messaging and a communications strategy to reach urban audiences.

Thanks in advance,

Keely

**Keely Coppess**

Communications Director



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7/10/2019

State of Iowa Mail - Water Quality Communicators Meeting



Murphy, Alex <alex.murphy@dnr.iowa.gov>

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**RE: Water quality communications meeting**

1 message

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**Coppess, Keely** <Keely.Coppess@iowaagriculture.gov>

Wed, Jun 5, 2019 at 1:45 PM

To: Zita Quade <ZQuade@iowaagwateralliance.com>, Shannon Textor <stextor@iowacorn.org>, Aaron Putze <aputze@iasoybeans.com>, Laurie Johns <ljohns@ifbf.org>, Dal Grooms <dgrooms@iowapork.org>, Katie Olthoff <katie@iacattlemen.org>, "Murphy, Alex [DNR]" <alex.murphy@dnr.iowa.gov>, "Schnieders, Adam [DNR]" <adam.schnieders@dnr.iowa.gov>, "tteske@agribiz.org" <tteske@agribiz.org>, "lwissler@iastate.edu" <lwissler@iastate.edu>, Sara Payne <spayne@ifbf.org>

Cc: "Marek, Lexi" <Lexi.Marek@iowaagriculture.gov>, "Kenney, Julie" <Julie.Kenney@iowaagriculture.gov>, "Rausch, Alex" <Alex.Rausch@iowaagriculture.gov>

Thanks to everyone who has filled out the Doodle poll. If you have not submitted your availability and have a preference when we meet, please do so by Friday morning. <https://doodle.com/poll/277ita462xhwbm5a>

I'll send out a meeting invite Friday afternoon to hold the time on our calendars.

Thank you,

**Keely Coppess**

Communications Director



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Cell: 515-326-1616

[keely.coppess@iowaagriculture.gov](mailto:keely.coppess@iowaagriculture.gov)

**From:** Coppess, Keely

**Sent:** Thursday, May 30, 2019 11:38 AM

**To:** 'Zita Quade' <ZQuade@iowaagwateralliance.com>; 'Shannon Textor' <stextor@iowacorn.org>; Aaron Putze

7/10/2019

State of Iowa Mail - RE: Water quality communications meeting

<aputze@iasoybeans.com>; 'Laurie Johns' <ljohns@ifbf.org>; Dal Grooms <dgrooms@iowapork.org>; 'Katie Olthoff' <katie@iacattlemen.org>; 'Murphy, Alex' <alex.murphy@dnr.iowa.gov>; Schnieders, Adam [DNR] <adam.schnieders@dnr.iowa.gov>; 'tteske@agribiz.org' <tteske@agribiz.org>; 'lwissler@iastate.edu' <lwissler@iastate.edu>

**Cc:** Marek, Lexi <Lexi.Marek@iowaagriculture.gov>; Kenney, Julie <Julie.Kenney@iowaagriculture.gov>; Rausch, Alex <Alex.Rausch@iowaagriculture.gov>

**Subject:** Water quality communications meeting

Hi all,

IDALS would like to take a more proactive approach to communicating the work the Ag industry is doing to improve water quality in the state. It would be beneficial to get industry communicators together to review research that has been done, determine what else we need to know/do to reach urban audiences, and start to align messaging.

If your group has done message testing or research to gauge Iowans' perceptions of water quality, and you'd be willing to share the information with the group, please bring the findings to the meeting.

Schedules may be challenging but let's try to find a time that works for the majority. Please fill out this Doodle poll to indicate your availability by next Friday, June 7. <https://doodle.com/poll/277ita462xhwbm5a>

Thanks,

**Keely Coppess**

Communications Director



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Murphy, Alex <alex.murphy@dnr.iowa.gov>

## Water quality communications meeting

1 message

Coppess, Keely <Keely.Coppess@iowaagriculture.gov>

Thu, May 30, 2019 at 11:38 AM

To: Zita Quade <ZQuade@iowaagwateralliance.com>, Shannon Textor <stextor@iowacorn.org>, Aaron Putze <aputze@iasoybeans.com>, Laurie Johns <ljohns@ifbf.org>, Dal Grooms <dgrooms@iowapork.org>, Katie Olthoff <katie@iacattlemen.org>, "Murphy, Alex [DNR]" <alex.murphy@dnr.iowa.gov>, "Schnieders, Adam [DNR]" <adam.schnieders@dnr.iowa.gov>, "tteske@agribiz.org" <tteske@agribiz.org>, "Iwissler@iastate.edu" <iwissler@iastate.edu>

Cc: "Marek, Lexi" <Lexi.Marek@iowaagriculture.gov>, "Kenney, Julie" <Julie.Kenney@iowaagriculture.gov>, "Rausch, Alex" <Alex.Rausch@iowaagriculture.gov>

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Thanks,

**Keely Coppess**

Communications Director



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7/10/2019

State of Iowa Mail - Water quality communications meeting

Cell: 515-326-1616

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Murphy, Alex &lt;alex.murphy@dnr.iowa.gov&gt;

**RE: Draft release**

1 message

**Coppess, Keely** <Keely.Coppess@iowaagriculture.gov>  
To: "Murphy, Alex [DNR]" <alex.murphy@dnr.iowa.gov>

Wed, May 29, 2019 at 3:49 PM

The Soil and Water team is making some edits to the WQI funding paragraph. I'll get the updated copy to you tomorrow morning.

Related: We're putting together a water quality communications plan to start proactively talking about the work we are doing. I'm going to pull together the Ag commodity groups to align messaging. Do you have any interest in participating? Otherwise, we can have a separate meeting just to align from the DNR-IDALS perspective.

**From:** Murphy, Alex [alex.murphy@dnr.iowa.gov]  
**Sent:** Wednesday, May 29, 2019 2:52 PM  
**To:** Coppess, Keely  
**Subject:** Re: Draft release

Terrific!

Thank you, Keely!

I at least got most of Saturday free until the evening but from Sat night - Monday night I was swamped!

Take care and holler if you need anything!  
AM



**ALEX MURPHY** | *Director of Communications*  
*Director's Office*  
*Iowa Department of Natural Resources*  
P 515-725-8219 | C 515-729-7533 | 502 E. 9th St., Des Moines, IA 50319  
[www.iowadnr.gov](http://www.iowadnr.gov)

On Wed, May 29, 2019 at 2:51 PM Coppess, Keely <Keely.Coppess@iowaagriculture.gov> wrote:

Here's the Secretary's approved quote:

"Urban water quality projects allow public and private partners and local stakeholders to work together and take actionable steps that support the Nutrient Reduction Strategy," said Naig. "Whether you live in

the city or the country, we must all do our part to improve water quality and preserve our natural resources for the next generation.”

The WQI funding paragraph is with the Soil & Water team for review. I'll get it to you as soon as they sign off. Thanks!

**Keely Coppess**

Communications Director



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[keely.coppess@iowaagriculture.gov](mailto:keely.coppess@iowaagriculture.gov)

**From:** Coppess, Keely

**Sent:** Wednesday, May 29, 2019 2:15 PM

**To:** 'Murphy, Alex' <[alex.murphy@dnr.iowa.gov](mailto:alex.murphy@dnr.iowa.gov)>

**Subject:** RE: Draft release

Hi Alex,

Things definitely got a little crazy around here yesterday so I'm glad it all paid off with good coverage.

I saw the return of the mountain lion story on Memorial Day and all I could think was, "Poor Alex, this just ruined his holiday." But you did a great job with the on-camera interview!

Thanks for giving us the chance to contribute to the news release. The Secretary is out this afternoon but I'll try to track him down to review the updated quote.

**Keely Coppess**

Communications Director



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**From:** Murphy, Alex <[alex.murphy@dnr.iowa.gov](mailto:alex.murphy@dnr.iowa.gov)>  
**Sent:** Wednesday, May 29, 2019 1:35 PM  
**To:** Coppess, Keely <[Keely.Coppess@iowaagriculture.gov](mailto:Keely.Coppess@iowaagriculture.gov)>  
**Subject:** Draft release

Hi Keely,

Hope you are having a great day...busy with media yesterday and today I see on the flooding/planting season! Great job!

I've attached a press release that our SRF program put together. Please let me know if you have any changes and there is a highlighted spot they included towards the end of it that will need some info from you guys.

If possible I'd like to get it in our packet that goes out tomorrow later morning.

Thanks,  
AM



ALEX MURPHY | *Director of Communications*

*Director's Office*

*Iowa Department of Natural Resources*

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